**S.E.M. ~ Chapter 10 Activities**

**Winning Strategies ~ Page 255** Velocity Sports

Why would a promotion firm want to move up on the list of top firms?

Look at [PROMO Magazine’s](http://www.chiefmarketer.com/promo-100#_) website and determine three of the criteria for making the top-100 list. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Opening Act ~ Page 256**  Wall Street Journal

Identify who you think reads The WSJ. What kind of advertisements would be appropriate to appear on the front page? Who would be the ads target customer? How would The WSJ attract young readers? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Encore Questions ~ Page 260** #1 \_\_\_\_\_\_\_ #2 \_\_\_\_\_\_\_

#3 – Think about a sales promotion that you have been offered. Did it influence you to buy? How could the experience have been improved without costing the company more money?

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#4 – Think about the last time that you experienced personal selling. Describe it, including details about how you were treated, whether you were given good info, whether you bought the product. Suggest how your experience could have been better. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Opening Act ~ Page 319** Advertising Funds ~ Favorite Shows

Determine how much it would cost to watch 10 episodes of you favorite 6 shows at $5 per episode.

Brainstorm alternative ways the production of television programming could be funded. What ways would be most appealing to a TV viewer (consumer)? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Encore Questions ~ Page 266** #1 \_\_\_\_\_\_\_ #2 \_\_\_\_\_\_\_

#3 – How has technology affected the advertising business? Predict how it will change advertising in the future.

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#4 – Compare and contrast advertising and placement. What are the major differences? How are they alike?

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**Opening Act ~ Page 267** Little League Urban Initiative Jamboree

Make a list of 5 ways another pro sport league could do something positive for the community and make a connection with future fans and players. Name a specific league and who will benefit from the special activities.

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**Marketing Myths ~ Page 269** Negative Publicity

Discuss the “any press is good press” statement. Make a list of examples of negative publicity that has hurt a celebrity’s or team’s image. Then give an example of an increase in attendance or sales due to negative publicity.

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**Encore Questions ~ Page 323** #1 \_\_\_\_\_\_\_ #2 \_\_\_\_\_\_\_

#4 – You want to give 5,000 attendees at a pro game a promotional item from your sporting goods company. You cannot spend more than $2 per item, including putting co. name on the item. What would you choose and why?

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